

# Appendix

## No. 3.4

### Creation of PA CTRS



# Appendix

## No. 3.4.1

### Trial





COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA PUBLIC UTILITY COMMISSION  
P.O. BOX 3265, HARRISBURG, PA 17105-3265

FCC Docket No. CG 03-123  
Application for Recertification of the Pennsylvania TRS  
November 9, 2007  
Page 84  
IN REPLY PLEASE  
REFER TO OUR FILE

February 6, 2003

M-00900239

MEMBERS OF THE TRS ADVISORY BOARD

Re: Ultratec® CapTel Technology Trial

Dear TRS Advisory Board Member;

On January 16, 2003, the Pennsylvania Telecommunications Relay Service Advisory Board ("TRS Board") adopted a motion to request that the Commission permit Ultratec®, to conduct a 9-month trial (with the possibility of two 3-month extensions) of its CapTel telephone to 200 Pennsylvania pilot participants beginning in May 2003.

CapTel is a form of relay service that uses a voice recognition mechanism and a captioning telephone to display the user's conversation almost simultaneously with their spoken words to the called party. It is designed to be used by individuals who experience some degree of hearing loss who can speak. CapTel provides the users with a degree of functional equivalency that is the closest to a traditional telephone that the industry has offered to date. The equipment will be provided free of charge to 200 trial participants, and a cost of \$1.32 per minute of use for providing the service will be funded by the TRS surcharge.

The Commission approves the TRS Board's motion and recommends that the CapTel trial start in May 2003.

Please direct any questions to Eric Van Jeschke, Telecommunications Group, Bureau of Fixed Utility Services, at (717) 783-3850.

Sincerely,

A handwritten signature in black ink, appearing to read "JSM", is written over a horizontal line.

James J. McNulty  
Secretary

cc: Mike Nolan, AT&T  
Barbara Dreyfus, Ultratec



# Appendix

## No. 3.4.2

### Trial Extension





COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA PUBLIC UTILITY COMMISSION  
P.O. BOX 3265, HARRISBURG, PA 17105-3265

January 30, 2004

FCC Docket No. CG 03-123  
Application for Recertification of the Pennsylvania TRS  
November 9, 2007  
Page 86

IN REPLY PLEASE  
REFER TO OUR FILE

RECEIVED

MEMBERS OF THE TRS ADVISORY BOARD

04 FEB -2 AM 11:05 M-00900239

Re: Extension of Ultratec® CapTel Technology Trial  
BUREAU OF  
FIXED UTILITY SERVICES

Dear TRS Advisory Board Member;

On February 6, 2003, the Commission approved the recommendation of the Pennsylvania Telecommunications Relay Service Advisory Board ("TRS Board") permitting Ultratec® to conduct a 9-month trial (with the possibility of two 3-month extensions) of the CapTel telephone relay technology. The initial 9-month trial will end on January 31, 2004.

CapTel is a form of relay service that uses a voice recognition mechanism and a captioning telephone to display the user's conversation almost simultaneously with their spoken words to the called party. It is designed to be used by individuals who experience some degree of hearing loss who can speak. CapTel provides the users with a degree of functional equivalency that is the closest to a traditional telephone that the industry has offered to date. During the trial, the equipment is provided free of charge to the trial participants, and the cost of \$1.32 per minute of use for providing the service is funded by the TRS surcharge.

On December 4, 2003, the TRS Board adopted a motion to request that the Commission permit Ultratec®, to extend the trial of its CapTel telephone for an additional 6-month period (two 3-month extensions) until July 31, 2004. The feedback on the use of the CapTel telephone provided by the trialists has been positive. Therefore, the TRS Board felt it was prudent to request the extension of the trial for both of the 3-month extensions at one time, thus eliminating the need to request the second extension later in 2004.

On January 29, 2004, the Commission unanimously adopted the Motion of Commissioner Glen R. Thomas. The Motion found it more prudent to extend the CapTel Trial for three months to April 30, 2004, and allowed for the possibility of a second three month extension by request of the TRS Board.

Please direct any questions to Eric Van Jeschke, Telecommunications Group, Bureau of Fixed Utility Services, at (717) 783-3850.

Sincerely,

James J. McNulty  
Secretary

cc: Sue Decker, AT&T  
Barbara Dreyfus, Ultratec



# Appendix

## No. 3.4.3

PA PUC Order to Include

CTRS in PA TRS



**PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
Harrisburg, PA. 17105-3265**

Public Meeting held November 18, 2004

Commissioners Present:

Wendell F. Holland, Chairman  
Robert K. Bloom, Vice Chairman  
Glen R. Thomas  
Kim Pizzingrilli, Statement attached

Pennsylvania Telephone Relay Service –  
Captioned Telephone VCO Relay Service

Docket Number  
M-00900239F0008

**OPINION & ORDER**

**BY THE COMMISSION:**

Before the Commission for consideration is the future of captioned telephone voice carry over (VCO) relay service in Pennsylvania. Captioned telephone service is a form of telephone VCO relay service that uses a voice recognition mechanism and a captioning telephone to display a party's conversation almost simultaneously with the spoken words. The Commission is in the concluding stages of a trial of captioned telephone VCO relay service (CTVRS). Many legal, technical and financial issues have been carefully examined with respect to the long-term provisioning of CTVRS.

In other states, the current providers for full service captioned telephone VCO relay are AT&T, Sprint and Hamilton Telecommunications. These entities subcontract with Ultratec®, the manufacturer (or provider) of the captioned telephones. Ultratec®, in partnership with AT&T as Pennsylvania's certificated Telephone Relay Service (TRS)<sup>4</sup> provider, has been providing its form of captioned telephone VCO relay service known as CapTel™ on a trial basis to 200 Pennsylvania consumers since May 2003. During the trial period, telephones are

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<sup>4</sup> The Pennsylvania TRS is a telephone relay service provided by AT&T and regulated by this Commission offering persons who are hearing, deaf, hard of hearing, or speech-disabled ways to connect using the telephone: Traditional Relay, Video Relay, and Internet Relay. Each conversation is relayed by a trained Communications Assistant who follows a strict code of ethics and confidentiality. The TRS is available 24 hours a day, seven days a week. For more information, see <http://www.parelay.net/>.



“loaned” to the user for the duration of the trial. For the trial, the TRS fund is changed \$1.32 per session minute for the CapTel™ trial. CapTel™ is currently FCC compliant for full service as stated in the FCC Declaratory Ruling Adopted July 25, 2003 Released August 1, 2003 at CC Docket No. 98-67 (FCC Ruling).

Initially the Commission approved a nine-month trial of CapTel™ that was subsequently extended by various Commission Orders until July 31, 2004. By Opinion & Order entered June 29, 2004 (June 2004 Order), the Commission launched a fact finding investigation into the continuation of the CapTel™ relay service in Pennsylvania on a going-forward basis and an evaluation as to whether the trial should be extended during the investigation period. The Commission issued a Secretarial letter, July 23, 2004, extending the CapTel™ trial until January 31, 2005, to permit sufficient time for evaluation of the investigation results.

The Commission desired to ensure that the possible long-term provisioning of CTVRS proceeds in a timely manner with minimal disruption. The June 2004 Order, which was published in the *Pennsylvania Bulletin*, [34 Pa.B. 3654, July 9, 2004] and posted on the Commission’s website, solicited comments on thirteen questions on the feasibility of providing CTVRS in Pennsylvania on an ongoing basis. Comments were due in twenty days and reply comments were due ten days thereafter. This timeframe was designed to give interested parties an opportunity to be heard and the Commission time to decide the best course of action regarding the long-term viability of CTVRS in Pennsylvania.

On July 20, 2004, the Commission received a response to the thirteen questions from the Department of Labor & Industry, Office for the Deaf and Hard of Hearing and on July 29, 2004 received a response from Sprint. The responses are posted on the PUC web page <http://www.puc.state.pa.us>. Thirty-one (31) additional individual responses referenced the June 2004 Order and reinforced the need for CTVRS since it is the closest available technology that provides functional equivalency for certain relay users (i.e. those individuals who can speak and have some degree of hearing). The individual responses are posted to the Commissions web page at <http://www.puc.state.pa.us>.



There are twenty-seven states offering CTVRS on either a regular or a trial basis.<sup>5</sup> In addition, the federal government offers Federal CapTel for its active and retired employees, veterans, and U. S. Tribal members in every state. The Commission, having reviewed the use of CTVRS in these states as well as the FCC's opinion, concludes that CTVRS is a feature of telecommunications relay VCO service and should be funded by traditional TRS fund arrangements. Intrastate minutes of the CTVRS can be funded through the traditional TRS surcharge. The CTVRS interstate minutes can be funded through NECA funds. Other states that carry CTVRS fund the service through the traditional surcharge and NECA funds.

Having determined that CTVRS should be available in Pennsylvania, the Commission must determine which service provider should implement CTVRS in Pennsylvania on a going-forward basis. On August 20, 2004, Hamilton Relay, a Division of Hamilton Telecommunications, informed the Commission of its interest in providing captioned telephone VCO relay service in the Commonwealth of Pennsylvania. On October 1, 2004, Sprint Relay submitted a proposal to provide CTVRS in the Commonwealth of Pennsylvania.

The current rate paid by the Pennsylvania TRS fund to Ultratec® for intrastate session minutes is \$1.32.<sup>6</sup> Hamilton Relay states that it will provide CapTel™ at the rate of \$1.45 per minute based on conversation minutes.<sup>7</sup> Sprint states that the CTVRS will cost \$1.40 per session minute. We invite both these service providers to submit proposals for CTVRS in conjunction with an application to be certified as a CTVRS provider in Pennsylvania.

Traditional TRS in Pennsylvania is on the decline. The Commission believes that some of the historical relay traffic is picked up by internet e-mail, video relay, internet relay and wireless paging to name a few. Likewise, CTVRS is another form of telecommunications relay

<sup>5</sup> Captioned telephone VCO relay service is offered in: Alabama, Arkansas, California, Colorado, Federal CapTel, Florida, Hawaii, Illinois, Indiana, Minnesota, Mississippi, Missouri, Montana, Nevada, New Mexico, North Carolina, Oregon, Texas, Utah, Vermont, Virginia, Kentucky, Maine, Nebraska, Wisconsin, Wyoming, Maryland and Pennsylvania.

<sup>6</sup> The generally accepted explanation of session minutes is that the moment a relay caller connects to the first switch point of the relay service provider; the clock starts until the time the call is disconnected from both the relay agent and the last relay user. This includes start-up, relay call conversation and wrap-up.

<sup>7</sup> The generally accepted explanation of conversation minutes is that the clock starts when the conversation starts between caller and called party. Not all states describe the conversation minutes the same way. Some would start the moment the third party connects to relay service as opposed to starting at the point of conversation itself. The difference between the two is a few seconds and for some states these seconds are important because they can accumulate.



service that may pick up some of the traditional relay traffic but it is also likely that a new clientele will be born into this technology since it is specific to individuals who are hard of hearing and can speak.

The 2004-2005 budget for all relay service was established May 2004 and did not factor in the costs of a certificate CTVRS program. Because the volume of CTVRS traffic is unpredictable, we shall require the provider of CTVRS to timely submit a monthly report to the Commission on participant status, CA statistics, evaluation results, user comments and volume usage. We anticipate that the 2005-2006 budget will be based on historical and anticipated CTVRS usage.

The Commission has conducted extensive research into the captioned telephone VCO relay service in Pennsylvania, FCC and other states. The Commission has found the issue of providing captioned telephone VCO relay service is a valuable service that should be added as an addition to the traditional telecommunications relay service in Pennsylvania and is found to be in the public interest; **THEREFORE,**

**IT IS ORDERED:**

1. That captioned telephone voice-carry-over relay service is added to the services of telecommunications relay service in Pennsylvania.

2. That the funding mechanism for the captioned telephone voice-carry-over relay service intrastate minutes will be through the Pennsylvania telecommunications relay service surcharge.

3. That parties interested in providing captioned telephone voice-carry-over relay service effective February 1, 2005 shall complete an Application for a Certificate of Public Convenience and Necessity as soon as possible so that seamless service may be maintained. Thereafter, the Commission will continue to accept applications to provide captioned telephone voice-carry-over relay service.



4. That the applicant(s) acquire and provide to the Commission the proper certifications from the Federal Communications Commission to provide captioned telecommunications voice-carry-over relay service in Pennsylvania.

5. That the Commission's Bureau of Fixed Utility Services with the assistance of the Law Bureau review the applications and tariffs to provide captioned telephone voice-carry-over relay service in Pennsylvania in a timely manner so that service can be implemented as of February 1, 2005.

6. That the telephone equipment necessary to provide voice-carry-over relay service be provided to individuals who qualify under the Telephone Device Distribution Program, 35 P.S. § 670.1 et. seq.

7. That the original 200 trialists will be offered the opportunity to maintain captioned telephone voice-carry-over relay service as of February 1, 2005, and starting with each consecutive month, an additional 25 users may be added to the program. If any month after February 1, 2005, does not have a full 25 applicants, the number of applicants for that month will be added to the service with no carry-overs of vacancies to the following month (no month can exceed 25 additional users). Applicants in excess of 25 will be carried over to the next months in the sequence in which they apply. This limitation will be subject to evaluation upon establishment of the 2005-2006 TRS budget.

8. That copies of this Order shall be served on each member of the TRS Advisory Board (list attached), the Office of Consumer Advocate, the Office of Small Business Advocate, the Pennsylvania Telephone Association, and Ultratec®.

9. That a copy of this Order be posted on the Commission's web site with a link to access the order from the telecommunications relay service area of the web site.

**BY THE COMMISSION,**



James J. McNulty

Secretary



(SEAL)

ORDER ADOPTED: November 18, 2004

ORDER ENTERED: November 18, 2004



# Appendix

## No. 3.4.4

### Interim Service





COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA PUBLIC UTILITY COMMISSION  
P.O. BOX 3265, HARRISBURG, PA 17105-3265

FCC Docket No. CG 03-123  
Application for Recertification of the Pennsylvania TRS

November 9, 2007

IN REPLY PLEASE  
REFER TO OUR FILE

M-00900239  
F0008

May 25, 2005

Re: Announcement of Interim Service of Captioned Telephone Service

TO ALL PENNSYLVANIA CAPTEL TRIALISTS:

The Secretarial Letter of May 12, 2005, at this docket announcing the end of the captioned telephone voice relay service (CTVRS) trial in Pennsylvania is hereby modified. The Commission and the trial service provider<sup>8</sup> have reached an agreement to cover interim service while the Commission continues the process to implement ongoing captioned telephone service in the Commonwealth. The decision to provide interim service was made based on new information resulting from negotiations with the current provider of the trial service, as well as input received from the Pennsylvania Relay Service Advisory Board, the Commission's Consumer Advisory Council, public officials, and current trialists of captioned telephone service in Pennsylvania.

Existing trialists will not experience a break or change in service<sup>9</sup> and will have the option of upgrading to 2-line service;<sup>10</sup> trial equipment in their possession will continue to be on loan from Ultratec®. The interim service will open to new users within approximately 60 days or when the terms and equipment fees for the new users are finalized. During the period of interim service, the Commission will continue to work expeditiously toward having regular (non-trial) captioned telephone service in place and accessible in the Commonwealth. However, there is no guarantee that equipment purchased during interim service will be compatible with captioned telephone service after a regular service provider is selected.

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<sup>8</sup> Ultratec® Inc. provided the trial service, using CapTel™ technology-based telephone relay service, which uses a voice recognition mechanism in conjunction with a call center and captioning telephones to display conversations almost simultaneously with the spoken words. The service is designed for use by individuals who can speak but experience some degree of hearing loss. CapTel Inc. (CTI) operates the call center located in Madison, Wisconsin. Weitbrecht Communications Inc (WCI) is the exclusive distributor of the CapTel™ captioning telephones. Ultratec will provide the interim service.

<sup>9</sup> Effective June 1, 2005, current trialists will be prompted by their equipment to download a free upgrade that will provide additional 911 and 711 features, speed dialing capabilities, captioning of external voice answering machine messages, and Spanish-to-Spanish call set up, if applicable. The sets will continue to operate as they have if one elects not to complete the upgrade process. The update process takes approximately five minutes during which time one cannot use the CapTel set. For more information, check the Commission's website [http://www.puc.state.pa.us/telecom/telecom\\_relay\\_service.aspx](http://www.puc.state.pa.us/telecom/telecom_relay_service.aspx).

<sup>10</sup> Current trialists who wish to upgrade to the optional 2-line service will need to contact both CapTel customer service for the 2-line upgrade and their local exchange carriers to arrange for a second local line.




As part of its responsibility to protect the public interest, the Commission will work to ensure that captioned telephone service is consistent with the obligations inherent in the provision of public utility service. Further, the Commission will continue to monitor advancements in technology to ensure Pennsylvanians who are deaf, hard of hearing, and speech disabled have access to the latest technology.

For technical questions, please contact CapTel customer service at 888-269-7477 (Voice/CapTel), 800-482-2424 (TTY), or [service@captelmail.com](mailto:service@captelmail.com). Hours are 8:00 AM to 5:00 PM Central Time. For equipment purchases, please contact Weitbrecht Communications at 800-233-9130 or [www.weitbrecht.com](http://www.weitbrecht.com).

Please direct other queries to Tom Charles, the Commission's Manager of Communications, 717-787-9504, [thcharles@state.pa.us](mailto:thcharles@state.pa.us).

Sincerely,

  
James J. McNulty,  
Secretary

cc: Chairman Holland  
Vice Chairman Bloom  
Commissioner Pizzigrilli  
Robert Rosenthal, BFUS  
June Perry, Legislative Affairs  
Thomas Charles, Communications  
Frank Wilmarth, Law Bureau  
Carol Taylor, Business Mgr., HGAC  
Robert Robinson, Program Coordinator, HGAC  
TRS Advisory Board  
Consumer Advisory Council  
Office of Consumer Advocate  
Office of Small Business Advocate



# Appendix

## No. 3.4.5

### RFP Cover Letter





COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA PUBLIC UTILITY COMMISSION  
P.O. BOX 3265, HARRISBURG, PA 17105-3265

July 29, 2006

FCC Docket No. CG 03-123

Application for Recertification of the Pennsylvania TRS

IN REPLY PLEASE  
REFER TO OUR FILE  
M-00900239

07

F0013

**RE: Captioned Telephone Voice-Carry-Over Service (CTVRS)  
Request for Proposals (RFP)**

To: CTVRS RFP Recipients

Enclosed is a Request for Proposal (RFP) issued by the Pennsylvania Public Utility Commission (Commission), Bureau of Fixed Utility Services (FUS), for captioned telephone voice-carry-over relay service (CTVRS). Through this RFP, the Commission is seeking technology to enable individuals who are hard-of-hearing and speech-enabled to communicate, within and to and from Pennsylvania, by telephone with other individuals and businesses by access to telecommunications service that is functionally equivalent to regular telephone service. The nature of the captioning is up to the prospective contractor so long as the requisite speed, accuracy, and reliability of the captioning requirements are met or exceeded.

Questions concerning the RFP must be submitted via email to Robert A. Rosenthal, Director, FUS, at [rosenthal@state.pa.us](mailto:rosenthal@state.pa.us). All questions submitted by noon on August 18, 2006, will be responded to in writing at the pre-proposal conference. The pre-proposal conference is scheduled for August 22, 2006, at 2:00 p.m., in Hearing Room 5 in the Commonwealth Keystone Building in Harrisburg, PA. The Commonwealth Keystone Building, 400 North St., is located on the southwest corner of Forster and Commonwealth Avenues. Attendance at the pre-proposal conference by prospective contractors is optional. Please RSVP by email your intention to attend or not attend the pre-proposal conference. Requests for meeting room accommodations and/or access to a conference bridge should be emailed to Director Rosenthal at least 48 hours prior to the pre-proposal conference.

Responses to this RFP must be complete and consistent with the instructions set forth in the RFP. Responses to this RFP are due in hand at the FUS offices, 3<sup>rd</sup> Floor West, Commonwealth Keystone Building in Harrisburg, by 1:30 p.m. on September 11, 2006. The mail-box rule is NOT APPLICABLE. Responses will be filed at Folder 13 of the M-00900239 Telephone Relay Service docket.



CTVRS RFP  
July 29, 2006  
Page 2

Thank you for your interest in CTVRS. We look forward to meeting with you to discuss this request.

Sincerely,

Tom Charles  
CTVRS Committee Chair

cc. TRS Advisory Board  
PTA  
PA PUC Website  
DGS Website  
William Gannon, Exec. Dir., OVR, L&I  
CapTel, Inc.  
Chuck Hafferman, AT & T Relay



# Appendix

## No. 3.4.6

PA PUC Action Accepting Hamilton as  
Contract CTRS Service Provider



PENNSYLVANIA PUBLIC UTILITY COMMISSION  
Uniform Cover and Calendar Sheet

1. <u>REPORT DATE:</u> December 5, 2006	2. <u>BUREAU AGENDA NO.</u> DEC-06-ADM-007REV
3. <u>BUREAU:</u> Administrative Services	
4. <u>SECTION(S):</u>	5. <u>PUBLIC MEETING DATE:</u>  December 21, 2006
6. <u>APPROVED BY:</u>  Director: Peter B. Dalina <i>Peter B. Dalina</i> Mgr/Spvr: Legal Review: Louise Fink Smith	
7. <u>PERSONS IN CHARGE:</u> Peter B. Dalina	9. <u>EFFECTIVE DATE OF FILING:</u>
8. <u>DOCKET NO.:</u> M-00900239F0013	

10. (a) CAPTION (abbreviate if more than 4 lines)  
(b) Short summary of history & facts, documents & briefs  
(c) Recommendation

- (a) Captioned Telephone Voice-Carry-Over Relay Service (CTVRS)  
Request for Proposal  
(b) The Bureau of Fixed Utility Services (FUS) on July 29, 2006, issued a Request for Proposal (RFP) for captioned telephone voice-carry-over relay service (CTVRS). The Commission is seeking to establish ongoing service and outreach to enable individuals who are hard of hearing and speech disabled to communicate, within and to and from Pennsylvania, by telephone with other individuals and businesses.  
(c)

[Confidential recommendation and report redacted. The PA PUC accepted Hamilton Telecommunications as the CTVRS provider for a 3-year term with two 1-year renewal options. The contract began August 2007.]

11. MOTION BY: Commissioner

Commissioner  
Commissioner  
Commissioner

SECONDED: Commissioner

CONTENT OF MOTION:



# Appendix

## No. 4

### Current PA PUC TRS Surcharge Order



**PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
Harrisburg, PA 17105-3265**

Public Meeting held May 30, 2007

Commissioners Present:

Wendell F. Holland, Chairman  
James H. Cawley, Vice Chairman  
Kim Pizzingrilli  
Terrance J. Fitzpatrick

Recalculation of the Pennsylvania  
Telecommunications Relay Service Surcharge

M-00900239F0015

**ORDER**

**BY THE COMMISSION:**

In accordance with our May 29, 1990 Order at Docket No. M-00900239, which established the Pennsylvania Telephone Relay Service (Relay) and a surcharge funding mechanism (TRS surcharge); and with Act 34 of 1995, 35 P.S. §§ 6701.1, *et seq.*,<sup>11</sup> which established the Telephone Device Distribution Program (TDDP) to be funded by the TRS surcharge and which codified Relay and use of the TRS surcharge funding mechanism; and with Act 174 of 2004, 35 P.S. §6701.3a, which established the Print Media Access System Program (PMASP) to be funded in part by the TRS surcharge,<sup>12</sup> we have completed the 17<sup>th</sup> annual recalculation of the TRS surcharge as it applies to residence and business wireline access lines for July 1, 2007, through June 30, 2008. The monthly residential and business monthly wireline access line surcharge will remain set at \$0.08 and \$0.09, respectively.

As part of their continuing obligations under the TRS surcharge recalculation process, the local exchange carriers (LECs)<sup>13</sup> have submitted their wireline access line counts. The

<sup>11</sup> The statutory provisions were also amended by Act 181 of 2002 to be more inclusive of persons with disabilities.

<sup>12</sup> PMASP is a reading service for persons with certain vision and physical disabilities. The law is now called the "Universal Telecommunications and Print Media Access Act."

<sup>13</sup> Including both incumbent local exchange carriers (ILECs) and competitive local exchange carriers (CLECs). This total is further adjusted under a Centrex equivalency formula. As of May 15, 2007, fourteen LECs (ARC Networks,



total number of wireline access lines, adjusted for Centrex lines, is 7,584,143 which include 4,701,674 residence wireline access lines and 2,882,469 business wireline access lines. The Relay Provider, AT&T Communications of Pennsylvania, LLC, has submitted the estimated minutes of use and charges for July 1, 2007, through June 30, 2008. U.S. Bank,<sup>14</sup> the Fund Administrator, has provided a statement of the financial status of the Fund.<sup>15</sup> The executive director of the Office of Vocational Rehabilitation (OVR) in the Department of Labor and Industry has submitted the 2007-2008 TDDP budget and the 2007-2008 PMASP budget. Additionally, the surcharge will fund the Captioned Telephone Voice-Carry-Over Relay Service (CTVRS), TRS Advisory Board activities, and Fund administration costs.

Based upon the number of wireline access lines; the estimated cost of the CTVRS; the projected costs of Relay, TDDP, and PMASP; anticipated Relay Advisory Board expenses; and TRS Fund administration costs, coupled with the financial status of the TRS Fund,<sup>16</sup> the 2007-2008 residential and business monthly wireline access line will remain set at the surcharge rates of \$0.08 and \$0.09, respectively.<sup>17</sup> Since the 2007-2008 surcharge has not changed from the 2006-2007 surcharge, no tariff supplements are required at this time.

Effective July 1, 2007, the monthly surcharge collected shall be remitted and allocated to each fund account on a percentage basis as follows:<sup>18</sup>

#### 2007-2008 Monthly Surcharge Percentage

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BCN Telecom, Broadwing Communications, Claricom Networks, CTSI, Full Service Computing, Global Crossing Local Service, Lightyear Networks, McGraw Communications, Penn Telecom, Remi Retail Communications, Shared Network User Group, US LEC of PA, PaeTec Communications) have not filed their access line data. Staff is currently investigating this noncompliance issue.

<sup>14</sup> As a result of mergers, acquisitions, and name changes, Fund administration has been handled by Hamilton Bank, CoreStates Bank N.A. (1995), First Union National Bank (1999), Wachovia Bank, N.A. (2002), and U.S. Bank Institutional Trust & Custody (2006).

<sup>15</sup> Separate accounts are maintained for the portion of the surcharge allocated to Relay, the portion allocated to TDDP, and the portion allocated to PMASP. Relay Advisory Board, CTVRS, and outreach activities draw from the Relay account; Fund administration draws from each respective account.

<sup>16</sup> The TRS Funds consists of three separate accounts: one for Relay; one for TDDP and one for PMASP. The separation of account activity is accomplished by individual bank accounts increasing accountability.

<sup>17</sup> The annual expense is based on the estimated annual charges submitted by AT&T Relay, estimated annual TRS Advisory Board expenses, estimated annual compensation to the Fund Administrator, contracted cost of Relay outreach campaign, staff estimated annual charges for CTVRS use; and the estimated annual budget for the TDDP and PMASP submitted by OVR.

<sup>18</sup> The TRS surcharge appears as a single line item on customers' bills but actually has three components (Relay TDDP and PMASP).



	<u>Residence %</u>	<u>Business %</u>
Relay	98.0	98.0
TDDP	0.0	0.0
PMASP	<u>2.0</u>	<u>2.0</u>
Total Percentage	100.0	100.0

All TRS surcharge revenues shall continue to be remitted to the Fund Administrator.<sup>19</sup>

We shall continue our active oversight of the operations of the Pennsylvania Relay and continue to collaborate with OVR and its TDDP administrator<sup>20</sup> to ensure adequate funding for distribution of TDDP equipment to low-income households in accordance with 35 P.S. §§ 6791.3 & 4. We shall also work with OVR to ensure adequate funding for PMASP in accordance with 35 P.S. §§ 6791.3a & 4.

On August 7, 2003, our Secretarial letter required AT&T to file on or before May 1st of each year a Statement of Actual Underlying Costs of the PA TRS for the period of July 1 of the previous year through June 30 of the current year. The Commission's Bureau of Audits has completed its Audit of the Underlying Costs of the PA TRS for the Fiscal year ended June 30, 2004 and June 30, 2005. The Bureau of Audits has issued a Report dated February 15, 2007, at Docket No. D-040SPA050.

On May 29, 2003, the Commission authorized an audit of the TRS fund. The scope of this audit has expanded to include the fiscal period ending June 30, 2006. The audit currently includes the 36 months of July 1, 2003 through June 30, 2006. The Commission's Bureau of Audits has completed the field work of the TDDP for the twelve months ended June 30, 2006. The Commission is generally satisfied that ratepayer funds are appropriately used for the TDDP during the audit periods; **THEREFORE,**

<sup>19</sup> LECS shall remit surcharge revenues to U.S. Bank Institutional Trust & Custody, Attn: Sue Massey, EX-PA-WBSP, 50 South 16<sup>th</sup> Street, 20<sup>th</sup> Floor, Philadelphia, PA 19102, payable to the "PA Relay Service Fund" and designated for Relay. Wire instructions effective September 11, 2006 can be found on the remittance form.

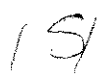
<sup>20</sup> As of January 1, 2007, the TDD program is administered by Pennsylvania's Initiative on Assistive Technology (PIAT), Institute on Disabilities, Temple University (IDT).



**IT IS ORDERED:**

1. That for the period of July 1, 2007, through June 30, 2008, the residence surcharge per wireline access line per month shall be \$0.08 and the business surcharge per wireline access line per month shall be \$0.09, unless we take further action to revise the TRS surcharge prior to June 30, 2008.
2. That all local exchange carriers are directed to use the attached form to remit the monthly TRS surcharge collections to U.S. Bank, Institutional Trust & Custody.
3. That a copy of this Order be served upon all local exchange carriers, AT&T Communications Company of Pennsylvania, LLC, U.S. Bank Institutional Trust & Custody, the Office of Vocational Rehabilitation in the Department of Labor and Industry, the Office of Consumer Advocate, the Office of Small Business Advocate, and the Pennsylvania Telephone Association.
4. That a copy of this Order be published in the *Pennsylvania Bulletin*.
5. That a copy of this Order be posted to the Commission's website.

**BY THE COMMISSION**

  
James J. McNulty  
Secretary

(SEAL)

ORDER ADOPTED: May 30, 2007

ORDER ENTERED: May 30, 2007



**REMITTANCE FORM FOR MONTHLY TRS SURCHARGE COLLECTIONS**

Effective July 1, 2007 through June 30, 2008 M-00900239F0015

All local service providers are required to collect and remit the TRS surcharge revenue monthly, by the 20<sup>th</sup> of each month. It is advisable to use the following format for the monthly remittance:

**Pennsylvania TRS Surcharge**

For the Month Ending \_\_\_\_\_

Number of **Residential** access lines \_\_\_\_\_

X \$0.08 per line \_\_\_\_\_

Allocated:

TRS 98.0 percent \_\_\_\_\_

TDDP 0.0 percent \_\_\_\_\_

PMASP 2.0 percent \_\_\_\_\_

Number of **Business** access lines \_\_\_\_\_

X \$0.09 per line \_\_\_\_\_

Allocated:

TRS 98.0 percent \_\_\_\_\_

TDDP 0.0 percent \_\_\_\_\_

PMASP 2.0 percent \_\_\_\_\_

**Total Remittance** \_\_\_\_\_

**Make check payable to:** Pennsylvania TRS Fund

Mail Report and payment to:	Wire Instructions:
U.S. Bank Institutional Trust & Custody Sue Massey EX-PA-WBSP 50 South 16 <sup>th</sup> Street, 20 <sup>th</sup> Floor Philadelphia, PA 19102	<b>BANK</b> U.S. Bank N.A <b>ADDRESS</b> 60 Livingston Avenue, St Paul MN 55107-2292 <b>ABA</b> 091 000 022 <b>BNF</b> ITC Depository South & East <b>ACCOUNT</b> 173 103 781 832 <b>OBI</b> PA Relay <b>ATTN:</b> Sue Massey

**Remittance for:** Company Name(s): \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Voice Phone Number: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_  
E-mail address \_\_\_\_\_

*Authorized Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

Please direct any questions regarding the TRS Surcharge remittance to Eric Jeschke at (717) 783-3850 or [ejeschke@state.pa.us](mailto:ejeschke@state.pa.us).



# Appendix

## No. 5

### Support Activities and Programs



# Appendix

## No. 5.1

### PA TRS Advisory Board



## Pennsylvania Relay Service Advisory Board

The Pennsylvania Public utility Commission established the Pennsylvania Relay Service Advisory Board (Board) by ordering paragraph No. 17 in the May 29, 1990, Opinion and Order along with its order to establish a statewide Telecommunications Relay Service (TRS). The purpose of the Board is to review the success of the Relay Service System in Pennsylvania and identify additional improvements that should be implemented. The Board functions primarily as a TRS consumer group by providing feedback and guidance to the TRS providers<sup>2</sup> and the Commission regarding communication assistant training, problem solving, outreach, and service enhancements. The Board will function as a user group providing guidance in such areas as operator training, problem solving, and service enhancements.

The Board meets four times a year to advise the TRS provider on service issues, to discuss policy issues related to traditional TRS, Captioned Telephone Voice-Carry-Over Relay Service (CTRS) and interact with Commission appointed members. At each meeting, the traditional TRS provider and CTRS administrator gives the Board a status report of its activities, which include call volumes, new service offerings, complaint handling equipment enhancements and outreach plans.

The 12 members of the Board are appointed by the Commission and serve two-year terms. The Commission requires that the Board consists of one representative from the Pennsylvania Telephone Association, the Office for the Deaf and Hard of Hearing (ODHH), and the traditional TRS provider (AT&T of Pennsylvania); two representatives from the Commission; and seven representatives from the deaf, hard-of-hearing and speech-disabled communities. During 2007, board members from the deaf, hard of hearing, and speech disabled communities included representatives from the following organizations: two individuals from the Pennsylvania Society for Advancement of the Deaf; two individuals from the Hearing Loss Association of Pennsylvania; National Federation of the Blind; and the Pennsylvania State Grange and the Center for Independent Living of South Central Pennsylvania.

As a user group, the Board meeting agenda items are primarily related to quality of service and improving relay service. However, since the establishment of the Board, the Board has advised the Commission on many critical policy issues that affect TRS users.

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<sup>2</sup> The traditional TRS provider for Pennsylvania is AT&T of Pennsylvania and the captioned telephone relay service (CTRS) provider is Hamilton Telecommunications. CTRS has been contracted with Hamilton as of August 2, 2007. Whereas, CapTel, Inc., is the primary CTRS provider and Hamilton is the subcontractor of administration services and outreach with the Commission.



## Highlights

In 2007, the PUC, the PA Relay Service Advisory Board and the CTRS provider will work closely to provide quality captioned telecommunication relay service and outreach regarding the program. The CTRS contract was signed, August 02, 2007, with Hamilton Telephone Company d/b/a Hamilton Telecommunications. As a condition of the RFP the winner of the Pennsylvania contract is required to be present at the quarterly Board meetings. The CTRS provider is required to report on issues related to the service and outreach accomplishments.

The traditional outreach campaign has officially ended as of December 31, 2006. The focus of that campaign was to educate the hearing public about relay technology and enhance the opportunities of people with hearing loss and speech disabilities to communicate with the hearing public in their daily lives. Statewide survey results indicate that in Pennsylvania the public's awareness of the TRS more than doubled during the three-year campaign.

Highlighting the 2006 campaign activities was the use of the 1962 Orlons' hit song "Don't Hang Up" in 30-second statewide radio advertisements. The phrase also appeared statewide on billboards, bus posters and transit shelter advertising and the TRS website. In addition, Lt. Gov. Catherine Baker-Knoll recognized July 11, 2006, as "7-1-1/PA Relay Day" in Pennsylvania as part of the Commission-led consumer education effort. In addition, the campaign partnered with members of the General Assembly to provide materials for district offices. "PA Relay on the Road," a traveling road show related to TRS crisscrossed the Commonwealth visiting numerous county fairs, festivals and other venues with large audiences to educate Pennsylvanians about the telephone relay service.

Although the official consumer-education campaign ended, the Commission's Office of Communications will continue the campaign indefinitely with three full-time educators and the preservation of the TRS materials and the web site, [www.parelay.net](http://www.parelay.net).

For more information about the Pennsylvania Relay Service Advisory Board contact Kimberly Barrow, legal advisor to the Board (717) 772-8840 (V) or [kbarrow@state.pa.us](mailto:kbarrow@state.pa.us) or technical issues Eric Jeschke, Staff Analyst and re-appointed Board member at (717) 783-3850 or [ejeschke@state.pa.us](mailto:ejeschke@state.pa.us).







## **PENNSYLVANIA RELAY SERVICE ADVISORY BOARD**

### **BY-LAWS<sup>3</sup>**

#### **ARTICLE I - NAME**

The Board shall be known as the Pennsylvania Relay Service Advisory Board.

#### **ARTICLE II - AUTHORITY**

The Telecommunications Relay Service Advisory Board (Board) is established pursuant to *Petition of the Pennsylvania Telephone Association Requesting the Commission to Approve Implementation of Pennsylvania Relay Service for the Deaf, Hearing and/or Speech Impaired Community with the Commonwealth of Pennsylvania*, P.U.C. Docket Nos. M-00900239 and A-310125 (May 29, 1990).

#### **ARTICLE III - PURPOSE**

The purpose of the Board shall be to review the success of the Relay Service System in Pennsylvania and to identify additional improvements which should be implemented. The Board will function as a user group providing guidance in such areas as operator training, problem solving, and service enhancements.

#### **ARTICLE IV - MEMBERSHIP**

Section 1. Membership. The Board shall consist of twelve (12) representatives appointed by the Public Utility Commission as follows:

- A. One Representative from the Relay Service Provider;
- B. One Representative from the Pennsylvania Telephone Association;
- C. Two Representatives from the Public Utility Commission;
- D. One Representative from the Office for the Deaf and Hard of Hearing;
- E. Seven Representatives from the hearing and speech impaired community appointed by the Commission.

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<sup>3</sup> As Amended on September 12, 2006



Section 2. Terms. Terms shall be for two years ending on the corresponding appointment date, and shall continue thereafter until a successor is appointed. Members may be appointed to consecutive terms, with a limit of three consecutive terms. Members may be reappointed after not serving for one term. The Term of members shall expire upon the failure to attend three consecutive meetings of the Board. This provision may be waived by a majority of the Board for extenuating circumstances.

Exception: In the event that an existing member is approaching their limit of consecutive terms and a new member is not appointed, the existing member will be permitted to continue service, upon a majority vote of the Board members present at the meeting, until a new member is appointed. Members serving during expired terms will be supplanted by newly appointed members according to the chronological date of the expirations.

Section 3. Vacancies. Vacancies occurring other than at the expiration of a term shall be filled by the appointing authority.

Section 4. Succession.

A. Chairperson. In the event the Chairperson shall be unable to perform their designated duties, the Vice-Chairperson shall serve as interim Chairperson until the next regularly scheduled meeting. At the next regularly scheduled meeting, the Board shall elect a successor Chairperson.

B. Vice-Chairperson. In the event the Vice-Chairperson shall be unable to perform their designated duties, the Secretary shall serve as interim Vice-Chairperson until the next regularly scheduled meeting. At the next regularly scheduled meeting, the Board shall elect a successor Vice-Chairperson.

C. Secretary. In the event the Secretary shall be unable to perform their designated duties, the Vice-Chairperson shall serve as interim Secretary until the next regularly scheduled meeting. At the next regularly scheduled meeting, the Board shall elect a successor Secretary.

Section 5. Authority of Members. No member shall at any time act or purport to act in the name of the Board without the prior approval of the Board.

Section 6. Compensation of Members. Members shall serve without compensation. Members representing the hearing and speech impaired community shall be entitled to travel expenses as approved by the Commission.



## ARTICLE V - ORGANIZATION

Section 1. Officers of the Board. Officers of the Board shall be a Chairperson, a Vice-Chairperson, and a Secretary.

Section 2. Selection of Officers. The Board shall biennially elect officers from its own members. Election of officers shall take place at the first meeting in each odd-numbered year.

### Section 3. Duties of Officers.

A. Chairperson. The Chairperson shall preside at all meetings of the Board and shall perform such other duties as may be imposed by action of the Board or as set forth in other sections of these by-laws.

B. Vice-Chairperson. The Vice-Chairperson shall serve in the absence of the Chairperson and shall perform such other duties as may be imposed by action of the Board or as set forth in other sections of these by-laws.

C. Secretary. The Secretary shall serve in the absence of the Chairperson or Vice-Chairperson and shall perform such other duties as may be imposed by action of the Board or as set forth in other sections of these by-laws.

D. Committees. Special Committees or work groups shall be appointed by the Chairperson whenever deemed necessary by the Board. A special committee shall be restricted to its assigned task, shall report its recommendations to the Board, and shall be dissolved when its report is complete and accepted by the Board.

## ARTICLE VI - MEETINGS

Section 1. Regular Meetings. The Board shall meet at the call of the Chairperson not less than four times per year. The time and place of a regular meeting may be changed provided notification is given to members not less than fourteen days in advance. The regular meeting minutes shall be provided to all members no less than thirty (30) days prior to the next scheduled meeting.

Section 2. Special Meetings. Special meetings may be called by the Chairperson or by written request of any five members of the Board. Notice to all members stating the time, place, and purpose of any special meeting shall be provided as early as possible, but not less than seven days prior to the meeting. Matters considered in any special meeting shall be limited to the purpose created. The minutes of the special meeting shall be provided to all members within thirty (30) days of the conclusion of that special meeting.



Section 3. Meeting Agenda. The Chairperson or Secretary shall provide copies of the tentative agenda to each member at least five (5) days prior to the meeting.

Section 4. Attendance. Members unable to attend any regular or special meeting may designate a substitute to attend in their behalf. The designation shall be in writing, signed by the member, and delivered to the Secretary in advance of the meeting. The designated substitute shall have all rights of the member at the meeting. Members represented by designated substitute shall be considered attending for purposes of Article IV, Section 2.

Section 5. Parliamentary Authority. Meetings shall be conducted in accordance with Robert's Rules of Order.

Section 6. Meetings to be Public. All regular and special meetings of the Board shall be open to the public, provided that the Board may meet in Executive Session to consider matters permitted by the Sunshine Act.

## **ARTICLE VII - AMENDMENTS**

These by-laws may be amended at any meeting by a majority vote of members present, provided that the proposed amendment has been provided to the membership at least thirty (30) days prior to the meeting. The thirty days notice may be waived by unanimous consent of members present at a meeting.

## **ARTICLE VIII - TERMINATION**

The Board shall continue its function and duties until terminated by the Commission.



# Appendix

## No. 5.2

### Outreach



## **PA Relay Campaign Year 3 Implementation Plan**

November 2005 – October 2006

### **Situation Analysis**

After two years of implementing a consumer-education outreach campaign, the Public Utility Commission (PUC), Pennsylvania Relay Service Advisory Board and AT&T are continuing to build awareness among hearing Pennsylvanians about Telecommunications Relay Service (TRS) and 7-1-1.

Specifically, research has also shown that 14% of Pennsylvanians are aware of 7-1-1 – up from the original 9% two years ago. In addition, awareness of PA Relay's media coverage climbed from the initial 4% to 23%. Probably the most telling tale of the campaign is the response from the Communications Assistants survey, which revealed that 85% of the 80 operators surveyed reported there were fewer hang-ups, up from 82% the previous year.

If the campaign moves into a third year, many of the proven tactics can be utilized, while other creative and more cost efficient methods can be added to continue to "spread the word" about PA Relay, specifically to the business and medical communities. Through the research conducted, radio, billboard and transit advertisements continue to be the most effective means of advertising, both as a cost factor and in effectiveness with the consumer. Other tactics, including PA Relay Day, which utilizes "Street Teams," earned media, newsletter articles and partnerships can be expanded during the next 12 months to reach the desired audiences. WJG&A proposes to enhance these proven tactics with fresh ideas and implement new tactics to further educate hearing Pennsylvanians. These tactics would include mall kiosks and retail partnerships during the holiday season, educational assemblies, cable outlet opportunities and direct outreach to business, medical and religious audiences.

### **Campaign Tactics**

#### **Advertising**

As research showed, billboard, print, radio and transit advertising were effective in reaching the public with the PA Relay messages, so WJG&A would continue to take advantage of them. Advertising drives awareness, website hits and fewer hang-ups.

#### ***Mall Kiosks - Holiday shopping season***

As suggested by the TRS Advisory Board, WJG&A would utilize kiosks in shopping malls across Pennsylvania during the upcoming holiday shopping season. These ads will appear in conjunction with store directories and maps. Shoppers looking to find particular stores will view a PA Relay ad similar in design to the print and billboard ads. WJG&A will also research potential partnerships with large retail chains or property developers to develop a more effective means of information distribution.



### ***Radio***

Radio has been a proven medium for the campaign. New spots would be drafted and recorded in an effort to capture the listening public's attention. The focus of the commercials would explain PA Relay and why it is important for consumers to learn more about the service.

### ***Billboard***

Billboard designs would continue to be simple in order to gain attention and increase the public's interest. The designs would concentrate on 7-1-1, while encouraging the public to learn more about PA Relay. Option 1 in the attached budget accounts for a larger concentration of billboards, which could include a longer duration.

### ***Transit***

Transit advertising would continue in the Philadelphia market and would parallel the design and message from the billboards.

### **Earned Media**

WJG&A would continue to pursue print and broadcast news stories in media outlets across Pennsylvania throughout the third year of the PA Relay campaign. The purpose and success of the campaign would be featured in news releases and articles distributed to targeted reporters and editors. Earned media tactics to include:

#### ***Cable outlet opportunities***

WJG&A agrees with the TRS Advisory Board's suggestion to pursue a variety of cable outlet opportunities across the state. These efforts would include direct outreach to local cable providers to promote PA Relay on the community access channel by posting text bulletins or PA Relay billboard advertisements and attempting to schedule interviews with PUC officials on programs such as Comcast Newsmakers and PCN's public affairs shows.

#### ***Op-ed Pieces***

With the recent success, WJG&A would continue to develop and seek placement for op-ed pieces, authored by either PUC officials or TRS advisory committee members, discussing the need to educate the hearing public in Pennsylvania about telephone relay.

#### ***Select Releases***

A number of other press releases would continue to be developed and distributed to the media. These releases can include "Street Team" events or significant announcements for other campaign-related events and issues.

#### ***Spokesperson***

Christy Smith, celebrity spokesperson for the campaign, will continue to be utilized when appropriate.

### **Education Program**



WJG&A would continue to seek new avenues to attract the attention of teachers, principals and superintendents to the revised lesson plans developed for elementary and middle school students

#### ***PA Relay Assemblies***

School districts within large markets will be targeted and an assembly/road show visit will be scheduled. As part of the campaign's visit to the school local media outlets will be invited to attend.

#### ***Legislative Contacts***

WJG&A would utilize contacts made with lawmakers and invite them to encourage school officials in their districts to download the PA Relay lesson plans from the campaign Web site.

#### **Buzz Marketing Events (Street Teams)**

Given the success of the PA Relay Day, WJG&A suggests repeating these activities in Year 3, while considering additional venues across the state. These events could include large trade shows, conferences and high profile sporting events (Hershey state championships). Individuals dressed in PA Relay apparel would distribute giveaways to those attending these events.

These events would be supplemented with media outreach, spot advertising including radio, possibly utilizing the voice of Christy Smith, print or billboard advertising in each market in advance to intrigue and encourage the public to attend.

#### **Road Show**

Year 3 of the road show would include senior expos, but also focus on schools, businesses and the medical community. The show would occur throughout the twelve-month period, as opposed to only the summer months. This would allow for the PA Relay team to attend other forums, including school assemblies (as mentioned above), conferences and exhibits for those in the business community, telephone marketing/customer service professionals, emergency personnel and agencies and members of the medical profession.

WJG&A would also investigate options to have the road show exhibit attend health and information fairs held on college campuses throughout the year.

The display would feature a relay demonstration video and giveaways designed to attract traffic to the road show display and gain interest in the campaign.

#### **Outreach**

##### ***Religious Organization Outreach***

WJG&A would identify large religious organizations, including churches, synagogues and affiliated groups and contact them to become partners of the PA Relay Campaign. These groups typically attract senior citizens, a targeted demographic for PA Relay.



### ***Government Department Outreach***

WJG&A would contact select departments and commissions within state government to encourage them to display PA Relay brochures in their offices, post links to [www.parelay.net](http://www.parelay.net) on their Web sites and host the road show display at public meetings and conferences. For example, the Department of Transportation and the Turnpike Commission could be encouraged to display brochures in rest areas along the interstates, while the Departments of Health and Public Welfare could be approached for hosting potential road show stops.

### ***Business and Medical Community Outreach***

Efforts to identify and secure partnerships with members of the business community through Chambers of Commerce and Convention and Visitors Bureaus would increase. WJG&A would search for connections to these groups through AT&T and other established partners and would also continue to contact medical organizations in order to reach doctors, nurses and more.

### ***Legislative Outreach***

The initial outreach to Pennsylvania's legislature has been very successful in Year 2. After all of the 253 legislators had received the initial PA Relay packet, many of them responded, by inviting the PA Relay team to participate in their Senior Expos, or placing campaign materials in their existing publications.

PA Relay articles would be drafted and sent to legislators for placement in district newsletters on a regular basis. WJG&A would also make follow-up communication with each of the offices to encourage their continued use of campaign materials.

### **Web Site**

The campaign Web site, [www.parelay.net](http://www.parelay.net) would continue to serve as the focal point for campaign information including the Latest News, lesson plan downloads and contact numbers.

### ***Links***

WJG&A would continue its attempts to have [www.parelay.net](http://www.parelay.net) links placed on other campaign partner Web sites, including members of the business and medical communities.

### ***Brochures***

Downloadable PA Relay brochures would still be made available on the Web site's home page so visitors can share information with others.

### ***Latest News***

The Latest News page would be updated frequently with press releases or announcements about campaign events and activities, as well as photographs.



### **Research**

Research continues to be a requirement as part of this public outreach contract. CorCom would conduct its formal survey near the end of Year 3 to determine the effectiveness of the campaign. A report would be made to the TRS Advisory Committee.

### **Budget Options**

Listed below are three levels of budgets for the items listed above for Year 3, \$500,000, \$376,000 and \$278,000. A brief description of the variations is included on the following pages.

#### ***Option 1***

Option 1 (\$500,000), accounts for all of the above listed activities to be implemented. This option includes:

- A more aggressive earned media push, with cable opportunities;
- An increased amount of Road Show stops; and
- A full complement of advertising (Spring campaign, Fall campaign and Holiday Season mall kiosks)

#### ***Option 1***

Advertising	\$263,000
Earned media	\$35,000
Education Program	\$14,000
Buzz Marketing Events	\$32,000
Road Show	\$38,000
Outreach	\$21,000
Web site	\$18,000
Research	\$22,000
Progress Meetings/Administration and Strategic Planning	\$31,000
Supplies/ handouts, etc.	\$8,000
Misc. Printing	\$6,000
Telephone, Fax, Postage	\$12,000

***Total Project Costs*** **\$500,000**

#### ***Option 2***

Option 2 (\$376,000), accounts for all of the above listed activities to be implemented, except:

- A less aggressive earned media push, without cable opportunities;
- No education assemblies;
- A reduced amount of Road Show stops;
- A reduced amount of advertising for Spring and Fall campaign and eliminating Holiday Season mall kiosks.



***Option 2***

Advertising	\$173,000
Earned media	\$20,000
Educational Program	\$5,000
Buzz Marketing Events	\$32,000
Road Show	\$28,000
Outreach	\$21,000
Web site	\$18,000
Research	\$22,000
Progress Meetings/Administration and Strategic Planning	\$31,000
Supplies/ handouts, etc.	\$8,000
Misc. Printing	\$6,000
Telephone, Fax, Postage	\$12,000
<b><i>Total Project Costs</i></b>	<b>\$376,000</b>

***Option 3***

Option 3 (\$278,000) accounts for all of the above listed activities to be implemented, except:

- Accounts for a more aggressive schedule for Buzz Marketing Events;
- Eliminates the Spring and Fall advertising campaigns; and
- Utilizes advertising in conjunction with Buzz Marketing Events.

***Option 3***

Earned media	\$80,000
Educational Program	\$14,000
Buzz Marketing Events	\$38,000
Road Show	\$28,000
Outreach	\$21,000
Web site	\$18,000
Research	\$22,000
Progress Meetings/Administration and Strategic Planning	\$31,000
Supplies/ handouts, etc.	\$8,000
Misc. Printing	\$6,000
Telephone, Fax, Postage	\$12,000
<b><i>Total Project Costs</i></b>	<b>\$278,000</b>





COMMONWEALTH OF PENNSYLVANIA  
PENNSYLVANIA PUBLIC UTILITY COMMISSION  
P.O. BOX 3265, HARRISBURG, PA 17105-3265

EXHIBIT RELEASE  
NOTED TO OUR FILE

March 17, 2004

Dear Friend:

I hope you will join the Pennsylvania Public Utility Commission and Christy Smith from CBS TV's "Survivor: The Amazon," Thursday, March 25, at 10 a.m. for a special event. The PUC and Pennsylvania's Telecommunications Relay Service provider, AT&T, are launching a statewide campaign to raise awareness of relay services that enable Pennsylvanians – hearing people as well as those who have hearing or speech loss – to communicate better by phone.

Research shows that the hearing public is widely unaware of the telecommunications technology that enables them to communicate with people who are deaf, hard of hearing or speech disabled. Better communication does more than improve the quality of life, it's good for business. There are countless examples where the hearing and people who are deaf or hard of hearing need to communicate better with the hearing public: banking, scheduling medical appointments, purchasing goods or services, making hotel reservations, and ordering pizza.

Appearing at this event will be our spokesperson, Christy Smith. Christy, who is deaf, is an advocate for deaf awareness, and was a finalist on CBS TV's "Survivor: The Amazon." She demonstrates the determination that enables her to overcome her deafness in everyday life. Christy will speak about the critical importance of this campaign.

The launch event will include the unveiling of our campaign to increase awareness of communicating through relay, a demonstration of relay services and the release of new research data.

This event is being held at the Whitaker Center for Science and the Arts in Harrisburg. Simultaneously, remote locations will be connected through a videoconference to participate in this event: the Western Pennsylvania School for the Deaf in Pittsburgh and the Franklin Institute in Philadelphia. Enclosed are directions to each of the locations.

To confirm your attendance please respond via email to [wpuc@w-h-jackson.com](mailto:wpuc@w-h-jackson.com) or telephone (412) 281-5555.

We look forward to seeing you there.

Sincerely,

Glen R. Thomas  
PUC Commissioner

Kim Pizzigrilli  
PUC Commissioner

Wendell F. Holland  
PUC Commissioner





**Left to Right, Commissioner Thomas, Christy Smith, Commissioner Pizzingrilli and  
Commissioner Holland.  
March 25, 2004**



## William J Green & Associates

Established 1987

Public Affairs & Strategic Communications

December 1, 2005

Re: Pennsylvania TRS Outreach Program

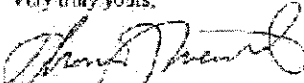
Dear Ms. Panzano:

This letter serves an addendum to the February 10, 2005 agreement between William J. Green & Associates, Inc. (WJG&A), AT&T Corp. (AT&T) and the Pennsylvania Public Utility Commission (PaPUC) for the Pennsylvania Telecommunications Relay Service (TRS) Public Awareness Campaign (Campaign).

As provided in the original agreement, WJG&A has been awarded a one-year extension, beginning December 1, 2005 and continuing through November 30, 2006. WJG&A will be paid a total of \$500,000 over the course of the one-year extension. All other provisions in the November 10, 2005 agreement remain in effect.

Thank you for the opportunity to assist in this campaign.

Very truly yours,

  
Thomas J. Meiner  
Managing Partner

Accepted on behalf of AT&T,

By: Susan Panzano  
(Name, please print)

General Manager TRS  
(Title, please print)

Susan Panzano  
(Signature)

December 2, 2005  
(Date)

Accepted on behalf of WJG&A,

By: Thomas J. Meiner  
(Name, please print)

Managing Partner  
(Title, please print)

Thomas J. Meiner  
(Signature)

12/9/05  
(Date)



## **Pennsylvania Public Utility Commission-PA Relay Campaign Summary Report**

**Contact: Tom Charles, PA PUC Manager of Communications**  
**717-787-9504** **thcharles@state.pa.us**

The Public Utility Commission partnered with its PA Relay Service Advisory Board, service provider AT&T and public affairs firm William J. Green & Associates to conduct a three-year, \$500,000-a-year public awareness campaign for Pennsylvania's Telecommunications Relay Service.

The campaign kicked off in 2004 and concluded in 2007 after three years of outreach efforts to educate the hearing public on how they can communicate by phone with people who have hearing or speech loss. The campaign helped to more than double awareness of this service in Pennsylvania.

For purposes of the campaign, the service was referred to as "PA Relay" to help simplify communications, with the initial message of the campaign as "Spread the Word." This encouraged Pennsylvanians to become aware of the service and share the information with family, co-workers and neighbors. Year 2 featured "Learn about 7-1-1" in an effort to raise interest in the telephone number and help the hearing public understand how to place a relay call. During the third year, the message was refocused to "Don't Hang Up" to encourage the public to recognize when they receive a relay call and not hang up on the caller.

Initial research began in 2003 with a benchmark survey showing 9 percent of Pennsylvanians were aware of Telecommunications Relay Service or 7-1-1, the number dialed to connect to the service.

Several tactics were utilized to educate the public, including a launch event news conference featuring Christy Smith from CBS's "Survivor: Amazon" as spokesperson; a new Web site; brochures; news releases; letters to the editor and op-ed pieces; transit, mall-kiosk, print, radio and newspaper advertising; a traveling "Road Show" informational exhibit; a business, organization and government partnership program; a classroom educational component; and "PA Relay Day" on July 11 (7-1-1) with street teams distributing information.

A Web site, [www.PARelay.net](http://www.PARelay.net), was designed and utilized as the central hub for campaign information. All media materials, brochures and promotional efforts directed the public to visit the site to learn more about 7-1-1 and PA Relay. Significant increases in Web traffic were noted during the campaign launch event and PA Relay Day.

Advertising efforts throughout the campaign resulted in more than 383 million impressions statewide. Most ads were placed in Pennsylvania's larger urban areas, including Philadelphia, Pittsburgh, Erie, Harrisburg, Wilkes-Barre, Scranton, Johnstown



and Lancaster. The campaign utilized billboard, transit, print and radio advertising outlets.

The education program involved developing lesson plans for elementary and secondary school students, and posting them on the PA Relay Web site. Letters and emails were sent to more than 700 school superintendents to alert them of the availability of the lessons and to encourage them to download the plans. The program received the endorsement of Pennsylvania's Secretary of Education and was downloaded by more than 165 educators and school administrators from both public and private schools.

To reach businesses and organizations, letters and emails were sent encouraging them to partner with the campaign by distributing brochures to employees or members, linking their Web site with [www.PARelay.net](http://www.PARelay.net) and including articles about PA Relay in their newsletters. The outreach effort specifically targeted nonprofit, medical and religious organizations. On PA Relay Day and during national Deaf Awareness Week, more than 800 email blasts were sent to current and potential partners to inform them of campaign progress and events. Also, all 253 of Pennsylvania's Senate and House of Representative members were reached through the distribution of letters, brochures and CDs containing campaign information.

The PA Relay Road Show visited a total of 64 stops during the three-year campaign. A PA Relay representative staffed the exhibit and distributed program brochures and small giveaways featuring 7-1-1. The Road Show made appearances at county fairs, senior centers, legislative senior fairs, health fairs, shopping malls and women's expos.

On July 11, 2005 (7/11), Lt. Gov. Catherine Baker-Knoll proclaimed the day as "PA Relay Day" in the Commonwealth of Pennsylvania. Also during "PA Relay Day," street teams were sent to distribute brochures and promotional materials in Philadelphia, Pittsburgh, Erie, Harrisburg, Reading, Allentown and Scranton.

Media coverage was obtained from efforts throughout the campaign from print, radio and TV outlets. Through distributing news releases or media advisories for all of the campaign events, Road Show stops and survey results, and by working with targeted media contacts, PA Relay received news coverage that resulted in more than 4.8 million earned media impressions.

Overall, the campaign resulted in an increased understanding of using the telephone relay service to communicate with those who are deaf, hard of hearing or speech disabled. A survey conducted at the conclusion of the campaign showed that awareness of 7-1-1 increased to 20 percent, up from 14 percent in 2005, 12 percent in 2004 and 9 percent in 2003. Those with hearing or speech loss and relay operators, or Communications Assistants, have experienced fewer hangups and a greater understanding of relay call procedures from the hearing public.



Remaining campaign funds were used toward the fulfillment of one of the initial objectives of the initiative: outreach to minority communities about PA Relay.

Although the campaign has concluded, the Public Utility Commission remains committed to educating Pennsylvanians about PA Relay. Commissioners continue media interviews on the subject, and educators continue to distribute the 7-1-1 brochure.

The Commission's PA Relay Service Advisory Board was consulted and provided input throughout the education campaign.





*In Recognition*

**The Pennsylvania Public Utility Commission  
The Pennsylvania Relay Service Advisory Board**

**"711/PA Relay Day"**

*July 11, 2005*

*As Lieutenant Governor of the Commonwealth of Pennsylvania, it gives me great honor to recognize the Pennsylvania Telephone Relay Service for enabling telephone connection for those citizens in the Commonwealth with hearing and speech loss.*

*An essential technological advancement in our Commonwealth, the Relay develops the communication abilities of the people of Pennsylvania, unifying our citizens in a more extensive equality of access to the world and to its resources. By simply dialing 7-1-1, callers can connect to PA Relay and converse with friends, family, and businesses over the telephone.*

*In addition, I would like to commend the Advisory Board on the implementation of a statewide consumer-education campaign to "Spread the Word" about the instruction of use for PA Relay and 7-1-1. By raising awareness of this telephone capability, you have given countless citizens the gift of an easy, convenient connection to society through the telephone, a link much of the Western world now takes for granted, and a link long considered hopelessly denied for people with hearing and speech loss.*

*On behalf of the more than twelve million citizens of the Commonwealth of Pennsylvania, I would like to commend the Pennsylvania Public Utility Commission and the Pennsylvania Relay Service Advisory Board for establishing the vital service of 7-1-1 Relay, a mark of your devotion to public service. Congratulations on your success and may you continue to enjoy great achievement in all your future endeavors.*



*Catherine Baker Knoll*

Catherine Baker Knoll  
Lieutenant Governor



# Appendix

## No. 5.3

### LEC Bill Inserts



## Telecommunications Relay Service Information (7-1-1)

Pennsylvania Telecommunications Relay Service (TRS) allows people who are deaf, hard of hearing, deaf-blind or speech disabled to communicate with anyone using a regular telephone. This is done by using a keyboard machine called a text telephone (TTY) to send messages over the telephone network. A Communications Assistant reads the typed message of the TTY user to the person using a regular telephone. The Communications Assistant then types the response of the regular telephone user to the TTY user. All calls are handled with strictest confidentiality.

- TRS is available 24 hours a day, every day of the year.
- TTY users can reach the TRS Center by simply dialing 7-1-1 or 1-800-654-5984. (Para asistencia in Espanol para usuarios de TTY, llamando 1-800-855-2884).
- People who do not have a TTY, can reach the TRS Center by simply dialing 7-1-1 or 1-800-654-5988. (Para asistencia in Espanol si no tiene TTY, llamando 1-800-855-2885).

### TELECOMMUNICATION DEVICE DISTRIBUTION PROGRAM (TDDP)

Pennsylvanians with disabilities may qualify for telecommunication devices to help them use telephone services.

- Devices available include the following: TTY, Amplifier, TTY with Braille Display, Voice-Carryover TTY, and TTY with large visual display. For a complete list of the devices available and to obtain information on applying for the program contact:

#### **TDDP Program Manager**

Pennsylvania's Initiative on Assistive Technology (PIAT)  
University Services Building, Suite 610  
1601 N. Broad Street  
Philadelphia, PA 19122  
Voice: 800-204-7428  
TTY: 866-268-0579  
FAX: 215-204-9371  
Email: [TDDP@temple.edu](mailto:TDDP@temple.edu)

Or visit the PIAT site at: <http://disabilities.temple.edu/programs/assistive/tddp/>

To learn more about PA TRS and 711, you can go to the PA Public Utility Commission's website at [http://www.puc.state.pa.us/telecom/telecom\\_relay\\_service.aspx](http://www.puc.state.pa.us/telecom/telecom_relay_service.aspx) (fixed)

#### **A note to all PA Relay Users:**

**Please note that 7-1-1 is only to be used to reach the PA TRS.**  
**For EMERGENCIES you should continue to use 9-1-1.**